

**Notice of References Cited**

Application/Control No.

09/657,497

Applicant(s)/Patent Under  
Reexamination  
UNITE ET AL.

Examiner

Kim T. Bui

Art Unit

3626

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	B	US-6,073,109	06-2000	Flores et al.	705/8
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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Marketing, business processes, and shareholder value: An organizationally embedded view of marketing activities and the discipline of marketing", Srivastava, Rajendra K. et al., 1999, Journal of Marketing, v63, pp 168-179, dialog file 15, Acc. 01951119.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)

Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.